

Nancy Kirshner Rodriguez



June 16, 2014

Ms. Elizabeth Vierra
Personnel Officer
California State Library
900 N Street, Suite 400
Sacramento, CA 95814

Re: Executive Director/California Commission on the Status of Women and Girls

Dear Ms. Vierra:

This letter is to present my candidacy for the position of Executive Director of the California Commission on the Status of Women and Girls. It is an exciting time for the Commission with the new Commissioners joining the committed Leadership. My combined leadership and management experience, strategic visioning ability, relationships and passion for the issues; along with my capacity to tackle the immediate fundraising challenges working with this dynamic group of women leaders will return the State Commission to a strong and stable position in Sacramento and across California. My extensive work with key elected and appointed officials at the Federal, State and Local level; women leaders in labor, business and the non-profit sector, coupled with for-profit, nonprofit and political management roles makes me uniquely prepared to confront the challenges ahead and provide stable and committed accessible leadership.

The Commission must immediately develop a clear strategic plan that potential investors/supporters can rally behind and must create a Friends organization to serve as the long term vehicle for fundraising. In addition the Executive Director of the Commission must also prioritize creating partnerships across state government that might develop into private sector, federal government and foundation funding opportunities. I consider several senior members of the Governor's staff to be close allies and feel confident of my ability to engage them on the Commission's behalf going forward. The apparatus exists across the state to strengthen many relationships and create a true partnership amongst local women's commissions, women's organizations and the State Commission. I also know that the women's community in Sacramento has needed a strong commission staff as well for quite some time and I am confident that working closely with the Commissioners we can re-envision that partnership.

In addition to an active consulting business, currently I serve as the President of the San Francisco Commission on the Status of Women. In this capacity, I have a clear understanding of the role of a Commission Executive Director, the relationship with commissioners and extensive experience engaging other volunteer leaders. Since 1998, when San Francisco became the first municipality in the world to enact an ordinance to implement the UN Convention on the Elimination of the Discrimination against Women (CEDAW), We have used

this local ordinance as a framework to fund-raise and fundraise to support the work of the city Department and I am confident that we can use similar tools to reinvigorate wide support for the State Commission. I was personally privileged in March 2014 to address the UN Commission on the Status of Women regarding Cities for CEDAW, a campaign we have developed in San Francisco to focus on women's issues including gender equity, violence against women and STEM opportunities for young girls. We are now providing other local governments with a CEDAW framework for implementing mechanisms to build equality for women and girls. It is my hope that the Legislation for California to implement CEDAW will also be reintroduced and championed by the State Commission leadership as before.

This Friday June 20th, I will present the Cities for CEDAW initiative at the annual US Conference of Mayors meeting and launch a national effort to engage 100 cities in the next 18 months to pass ordinances. Next week I am honored to be participating in the White House Summit on Working Families which will focus on many of the issues key to the California Commission on the Status of Women and Girls. I mention both of these events to demonstrate that I have the personal stature to effectively reach opinion leaders and I believe my networks and visibility as a women leader can be of significant value to the State Commission and State of California.

My experience in senior government, private and non-profit management roles spans more than 20 years. I have managed staffs of 15 to 30 individuals and consultants, budgets of over 3 million dollars and regularly played a key role in issue campaigns. I have significant expertise building and directing national and state coalitions, fundraising - both individual and event; designing and implementing advocacy and communications strategies; leading policy implementation teams, and serving as a spokesperson on a variety of initiatives.

My long-term experience managing staff, budgets and fundraising includes:

- Commission President where I provide policy direction, coordinate on a daily basis with the Executive Director, develop press strategies and implement them as well as regularly fundraise for Department programs while also remaining a key advocate for government funding of our work. The San Francisco Department on the Status of Women has an almost \$5 million budget, 7 staff as well as fellows and supports more than 20 not for profit organizations working with domestic violence and trafficking survivors. There are many mechanisms available to run effective meetings, engage partners and work on numerous policy initiatives including family friendly flex time legislation and supporting women veterans. Annually we pursue a robust strategic planning process in a public meeting with a facilitator and staff presentations that have enabled us to keep focused on our key goals. We regularly solicit contributions of \$10 - 25,000 to support our special projects.
- Treasurer of Emerge America; a National Political Training organization with affiliates in 14 states, where I oversee budget development; manage the monthly financials and solicit funds on behalf of the organization. This organization has between a \$500,000 - \$1,000,000 budget. Donors to this organization range from \$100,000 to \$15. We have

designed a well thought out strategic plan to pursue funding which could also apply to some of the goals and objectives of the Commission.

- Four years overseeing 5 staff within the San Francisco Mayor's office, developing annual state and federal legislative strategies and regularly testifying on behalf of the city, coordinating events and coalition outreach as well as facilitating some very difficult and complex policy and regulatory processes. During this time I also provided external support for the Mayor's political strategy and worked closely with Jennifer Seibel Newsom on the launch of her policy efforts that became Miss Representation.
- Four years as the director of a 15 person staff with a \$3 million dollar budget in the private sector; soliciting private sector and government grant funding as well as leveraging research projects more effectively and gaining greater public support for net zero energy and solar communities. We completed a robust strategic planning process that led our division to become most profitable in the Company.
- Four years on the senior leadership team of a national nonprofit devoted to gun violence reduction, where I managed 3 staff and oversaw the work of 8 state affiliates; I regularly worked on budget development and tracking as well as providing management oversight. During my tenure with AGS I also facilitated the development of a PSA Campaign around the issue of Domestic Violence and guns.
- Seven years as a Presidential Appointee overseeing Government relations for US Cabinet officials, managing teams of 8-15 spread across the country, supervising interagency communications, coordinating public meetings, managing project development, and providing team coordination.
- Eight years in National and State political fundraising and candidate support. As Executive Director of the DSCC women's council, I regularly coordinated large events, solicited significant (\$5000 +) donors and integrated issue advocacy into donor support.

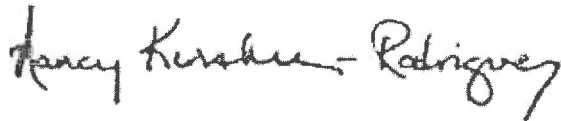
For more than 30 years, equality and leadership for women and by women has been a driving force in my professional and personal decisions. My education, career and civic leadership choices have always focused on expanding opportunities for women and girls, supporting the needs of underserved communities and improving partnerships between government, the private and non-profit sectors. I have worked on issues from Domestic Violence to Transportation Policy; from Economic Development for women owned businesses to housing opportunities for single mothers in College; always with a gender lens to push the envelope and see that women get access to the same opportunities.

I remain most proud of being considered a change agent and an agent for change. There are many talented people whom I've had the opportunity to work with while nurturing their own leadership. The development and growth of others is for me one of the best reflections of my leadership style and what makes me feel especially proud. All along, I've worked to maintain a strong cadre of key relationships among political and community stakeholders, elected officials,

policy makers and partner organizations in California and Washington, DC. My professional, volunteer, civic and personal experience insure that I could hit the ground running on priority Commission issues including gender equity in the media, workplace discrimination, educational opportunities for girls in STEM and the needs of women who have served in the military.

This is a position where I can use my experience to make a lasting difference and where I believe experience matters. I look forward to discussing this opportunity further and would be happy to provide further details regarding my strategy for renewed stability and growth. I can be reached by email and phone for follow up and I have attached a list of references as well.

Sincerely,

A handwritten signature in black ink that reads "Nancy Kershner-Rodriguez". The signature is written in a cursive style with a large initial 'N' and a long, sweeping underline.

CAREER SUMMARY

- More than 25 years' experience developing and implementing federal state and local policy initiatives.
- Recognized for successful, communications, advocacy and fundraising strategies for national & statewide coalitions, political organizations and elected officials.
- Woman Leader with broad issue expertise in Economic Independence and Safety, Health & Social Services, Workforce Development, Housing, Economic Development, Transportation and Infrastructure.

PROFESSIONAL EXPERIENCE

Golden Gate Strategies, San Francisco, CA (2013-Present)

Principal

- Government and community relations expert working with local, state and national clients
- Specialize in policy development, issue advocacy, strategic communications, fundraising and marketing
- Senior Advisor to CA Center for Research on Women and Families

San Francisco Commission on the Status of Women

President (2013-Present), Commissioner (2011-Present)

- Oversee work of SF Department on the Status of Women to implement policies, legislation and programs that seek equitable treatment & the advancement of women and girls throughout San Francisco government and the private sector.
- Using a human rights framework, guide policies and programs including workplace equality, equality in City budgets and programs, promoting women in leadership roles, ending violence against women, and women's health needs.
- Regular public speaker and representative of COSW at conferences and forums

City and County of San Francisco (2008-2012)

Director of Government Affairs, Office of the Mayor and Manager of External Affairs SMFTA

- Key policy and strategic advisor to Mayor; Coordinated federal and state legislative strategy; Managed message and policy events, five staff and contract lobbyists.
- Secured federal funding for education, infrastructure, transportation, housing and human services.
- Served on Association of Bay Area Governments Executive Committee 2008 –2011 and Regional Planning Council for ABAG/MTC 2011-2012; managed regional relationships including Metropolitan Transportation Commission (MTC) and Caltrain Joint Powers Board.
- Co-Chaired San Francisco Collaborative against Human Trafficking.

ConSol, Stockton, CA (2004- 2008)

Consulting Department Manager

- Managed \$3 million annual budget and 15 staff for nationally recognized energy efficiency consulting firm, including new business development and U.S. Dept. of Energy Building America contract.
- Created a strategic plan for division and significantly increased profile of Company Principal through relationship building, press and media opportunities.
- Designed and implemented energy efficiency residential new construction programs: Community Energy Efficiency Program (CEEP) and California Green Builder (CGB).
- Coordinated government relations and public affairs

Americans for Gun Safety, Washington, DC & Sacramento, CA (2001-2004)

Director of External Relations

- Directed coalition of 50 organizations, led by more than 300 police chiefs and Mayors, which won passage of two major gun safety amendments in the U.S. Senate.
- Developed 45-state domestic violence initiative; recruited celebrity AGS spokespeople and oversaw media and entertainment industry events.
- Campaign manager and spokesperson on state legislative initiatives in the Western Region.

U.S. Department of Housing and Urban Development, Washington, DC (1997-2001)

Deputy Assistant Secretary and Director for Intergovernmental Relations

- Principal Staff for HUD Secretary Andrew Cuomo; provided strategic legislative and budgetary counsel on housing policy priorities and coordinated HUD's Participation on White House Interagency Initiatives.
- Directed Intergovernmental Relations department including 12 staff. Liaison to private sector, elected official and public interest associations. Led negotiating sessions on regulatory issues.
- Chief architect of HUD's outreach and education program for housing reform and funding leading to largest HUD budget in history.

U.S. Department of Labor, Washington, DC (1994-1997)

Director of Intergovernmental Affairs

- Chief spokesperson to elected official and constituency organizations.
- Managed a staff of 15 and represented Secretary of Labor White House initiatives.
- Designed and implemented outreach initiatives on issues including; employment and training, labor law enforcement, school to work, the wage gap, family-medical leave and working women's issues.

Democratic Senatorial Campaign Committee, Washington, DC (1993-1994)

Executive Director, Women's Council

- Coordinated major events, policy conferences and fundraisers for Democratic women Senators.
- Managed staff, budgets and expenditures; developed major donor and corporate giving initiatives.
- Built institutional capacity and expanded outreach training programs for women candidates.

Barbara Boxer for U.S. Senate, Los Angeles, CA 1992

Finance Director, Southern California

- Developed national and regional fundraising plan and raised more than \$10 million, a record for a challenger in an open seat in 1992.
- Supervised staff of 15 and statewide finance committee comprised of 103 members; served on senior staff management and strategy group.

Democratic National Committee, Washington, DC, (1985-1992)

Political Director, Midwest Region and Director, Office of the Vice Chair

- Directed Democratic Party outreach to state and local elected officials and served as liaison to national constituency networks.
- Issues advisor, scheduler, speechwriter and press spokesperson; coordinated Vice Chair's re-election campaign including strategy, tracking, fundraising, press relations and communications.
- Managed Eleanor Roosevelt Fund, the DNC's technical support program for women candidates.

EDUCATION and AWARDS

Mount Holyoke College, South Hadley, Massachusetts, Bachelor of Arts in Political Science, 1985
President, Student Government Association and Recipient, MHC Student Leadership Award

Bend the Arc, Selah Leadership Program 2012-2013

Mount Holyoke College, Alumnae Medal of Honor, May 2005

Vice President's National Performance Review, Hammer Award for the State/Local Gateway June 1997

Women's Information Network, Young Woman of Achievement Award 1997

Campaigns and Elections Magazine, One of 74 Women Changing Politics in America

VOLUNTEER LEADERSHIP EXPERIENCE

Jewish Community Relations Council, Metro Council Leadership San Francisco 2009 – Present

Emerge America, National Board Treasurer 2011 - Present

City Hall Fellows, National Board of Directors 2010- Present

Futures without Violence, National Leadership Council 2009-Present

CA Democratic Party, Platform Committee Member and Sacramento County Democratic Central Committee

Sacramento County Democratic Central Committee

President, Mount Holyoke College Class of 1985

Honorary Advisory Council, Women's Information Network

Board of Directors, Mount Holyoke College Alumnae Association

NGO Delegate, 3rd United Nations Decade for Women Conference, Kenya